

Town of Natick & Natick Center Cultural District

Natick Cultural Catalog Project

SUMMARY REPORT

Sponsored by:



Massachusetts
Downtown
Initiative

Prepared for:

Town of Natick & Natick Center
Cultural District
www.NatickCenter.org

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Acknowledgements

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Town of Natick, Community and Economic Development Department

James Errickson, Director, Economic Community & Development

Natick Cultural District, Administered by Natick Center Associates

India Young, Natick Center Associates, Executive Director

Steve Levinsky, Executive Committee and Project Advisor

Organization Leaders, Business Owners, and Residents who took the time to help identify artisans, creative enterprises and organizations and helped to promote the survey through e-mails, website postings, and displaying signs and materials.

And . . . Many , Many Thanks to **the Artists, Artisans, Creative Enterprises and Community Organizations that responded to the survey!**

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Emmy Hahn, Program Coordinator

The project was conducted by: **FinePoint Associates**
Peg Barringer, Partner and Project Director

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Addendum – Natick Center Cultural District: Catalog of Cultural Assets

Addendum – Cultural Asset Database

1. Project Overview

1.1 Purpose, Products and Methodology

The purpose of the project was to: conduct an in-depth inventory and develop a foundational database of the extensive network of cultural assets associated with the Natick Center Cultural District in order to maximize the promotion of the Cultural District future impact.

The project included the following steps and methodology:

1. Developing a framework for the types of entities and individuals to include in the cultural inventory
2. Identifying appropriate artists, artisans, creative enterprises, educational entities and community organizations. This was accomplished through:
 - Working with NCCD staff, partners and project advisors
 - Internet research
 - On the ground Inventory work in Natick Center
 - Identifying key networks of artisans
 - Press releases and informational flyers
3. Designing, Promoting and Conducting a Survey of the Cultural Entities
4. Analyzing and Organizing the Data collected from the Survey and through other Means

1.2 Products Overview

1. **Database** – useful information about the cultural assets such as description, characteristics, space use, level of involvement with the Natick Center Cultural District, and contact information organized into searchable, sortable database.
2. **Catalog of Cultural Assets** - publicly viewable listing of names, descriptions and website/facebook information by category and sub category.
3. **Summary Report** – summarizing the research findings.

1.3 Cultural Asset Framework & Research Summary

An overview of cultural asset framework and the volume of assets associated with the Natick Center Cultural District is illustrated by the diagram on the following page.

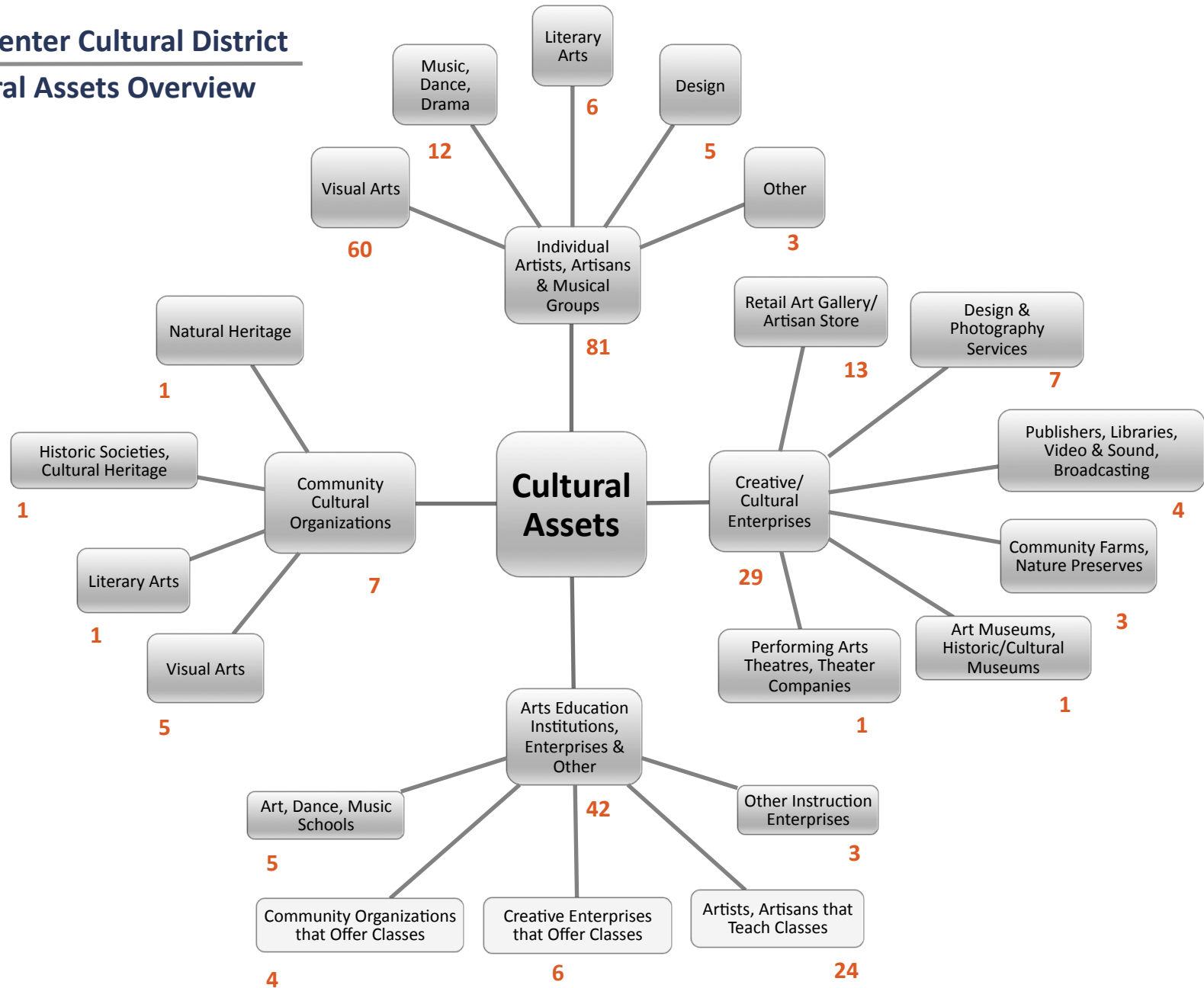
The table below provides a summary of major categories.

Individual Artists, Artisans & Musical Groups	81
Creative Cultural Enterprises	29
Arts Educational Institution, Instruction Enterprises & Other*	42
Community Cultural Organizations	7

** Includes some entities that are also listed under other categories.*

Natick Center Cultural District

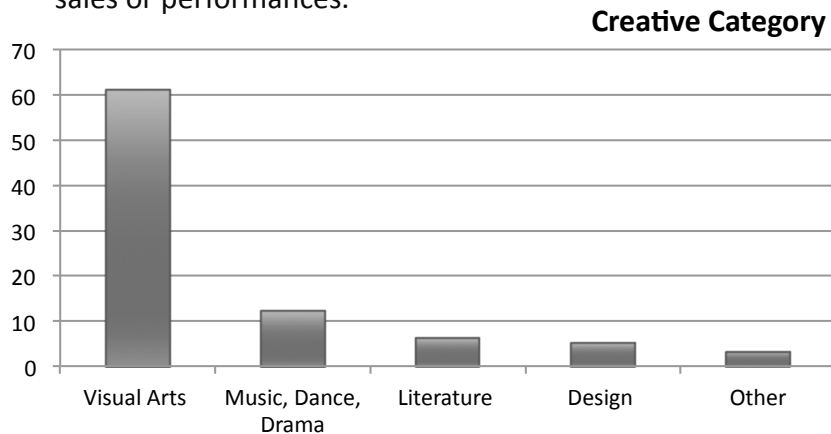
Cultural Assets Overview



2. Individual Artists, Artisans and Musical Groups

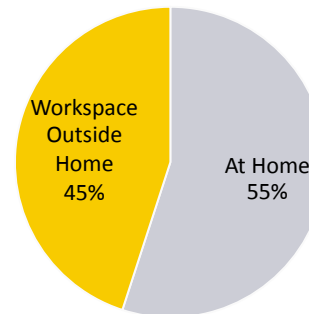
2.1 Type and Characteristics

- **81** artists and artisans indicated they **live, show or produce art in Natick** – ranging from painters to potters, jewelry to clothing designers, and acapella singers to romance novelists. **78%** of these artists live in Natick.
- Slightly more than one-half work on their art within their home while 46% have a studio/workspace outside the home.
- Almost three-quarters identify themselves as professionals and about one-quarter identify as amateurs or hobbyists.
- Close to 90% of the artists generated art-related income in the last year. About one-quarter indicated that most of their art-related income came from art festivals and events while close to the same portion generated most of their income from their own galleries. The other artists indicated their art income came mostly from galleries operated by others, online sales or performances.

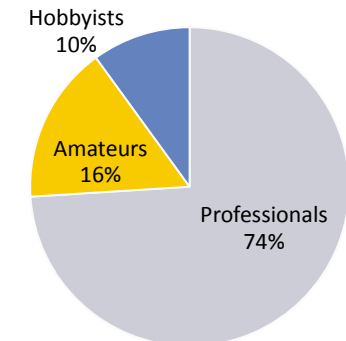


**A few artists identified more than one category.*

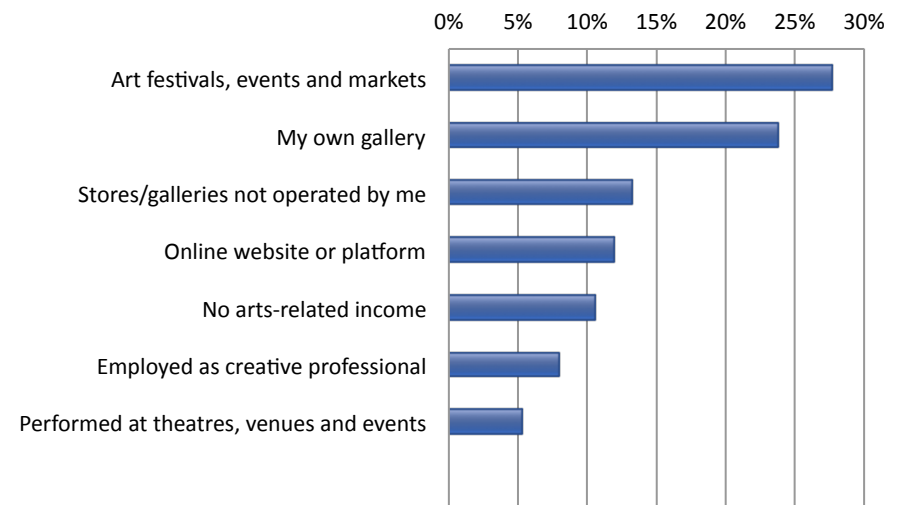
Where is Art Produced?



Artist Self-Identification



Primary Source of Art-Related Income

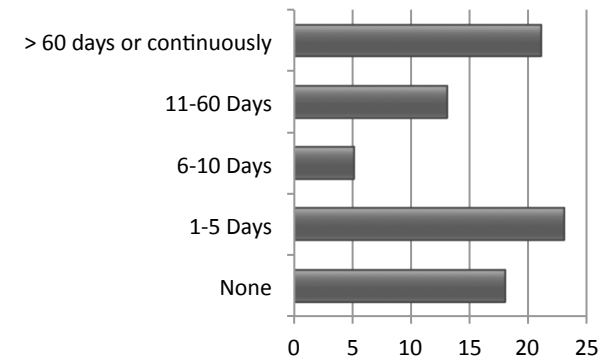


2. Individual Artists, Artisans and Musical Groups

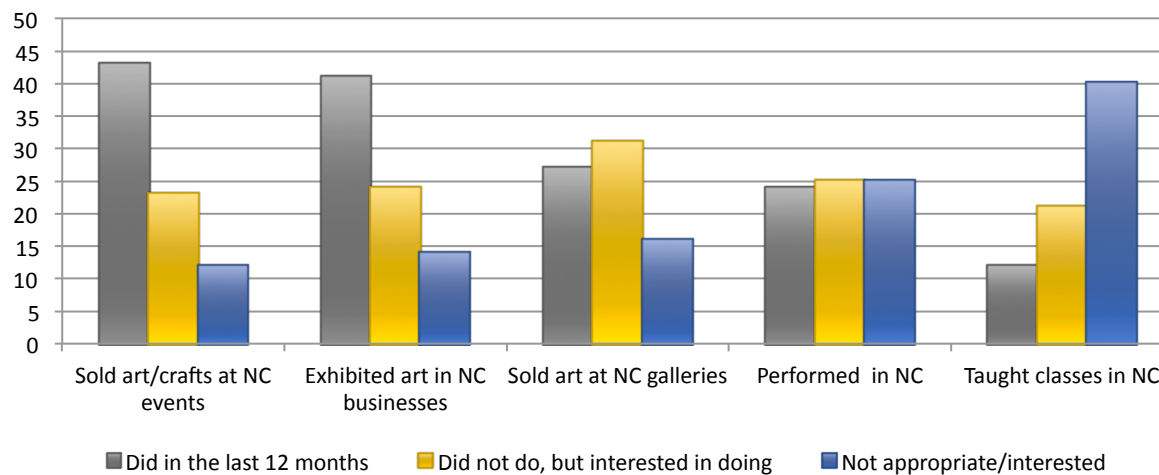
2.2 Involvement in the Natick Center Cultural District (NCCD)

- The vast majority (87%) of the artists indicated they had attended an event in Natick Center in the last 12 months.
- Many artists sold art, exhibited, taught classes, or performed in the NCCD during the last 12 months. And, the exciting news is that **many other artists that have not been involved have expressed an interest** in participating in these activities.
- There also appears to be significant interest among the artists in production and gallery/selling space in Natick Center. 11 artists expressed interest in gallery and production space; 7 more were interested in just production space and 6 more in just gallery space. This does not necessarily represent real market demand as rental prices were not considered, but it does show interest.

of Days that Artists Sold Art, Exhibited, Taught Classes or Performed in the NCCD



Artists' Involvement in NCCD



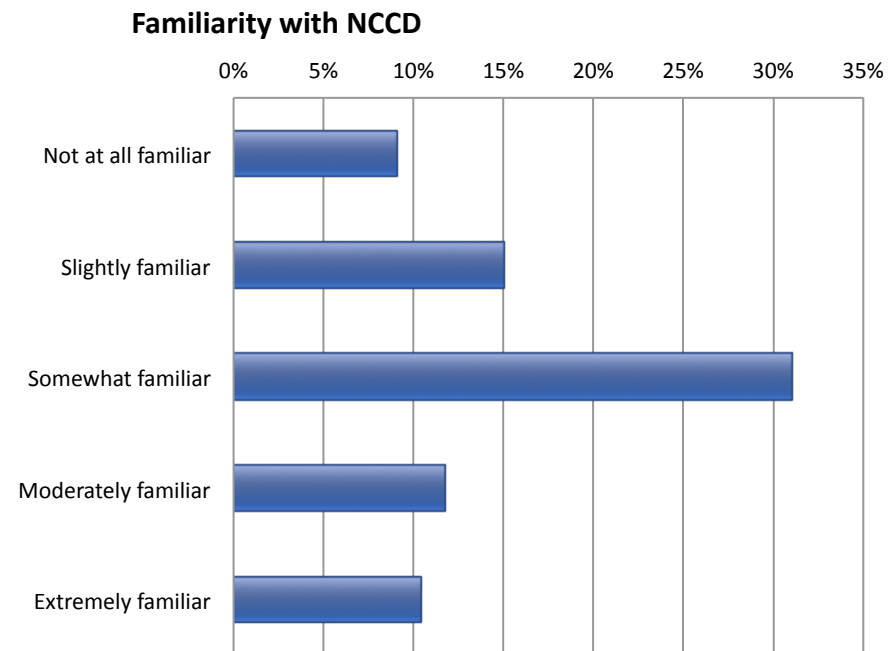
Artists' Space Occupancy



2. Individual Artists, Artisans and Musical Groups

2.3 Familiarity with the Natick Center Cultural District (NCCD)

- The survey results show that the word is definitely getting out about the Cultural District -- most of the artists indicated they were at least somewhat familiar with NCCD. However, there is still opportunity to reach out and boost awareness and participation -- close to 25% of the artisans said they were only slightly or not at all familiar with the NCCD.
- One of the goals of this project was to increase awareness about the NCCD, which it did. Many artists discovered or gained a deeper understanding about the Cultural District through this research effort.

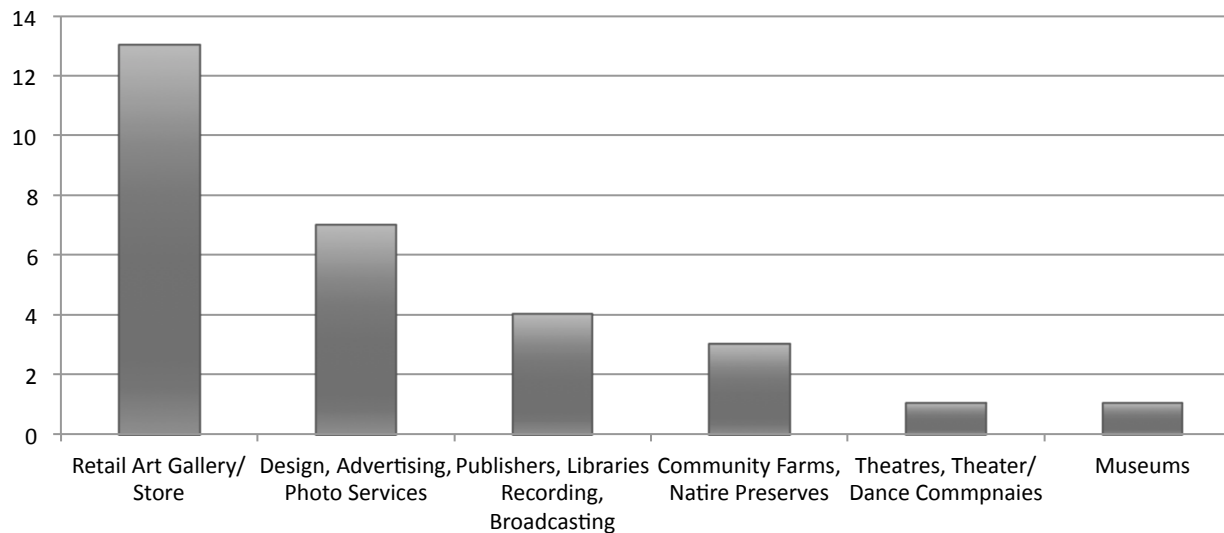


3. Creative/Cultural Enterprises

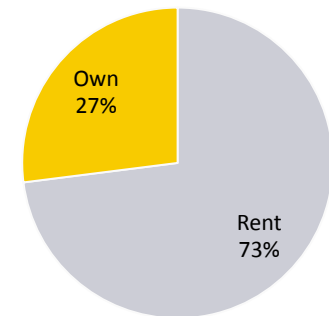
3.1 Type and Characteristics

- We identified **26** creative/cultural enterprises associated with NCCD – ranging from several multi-artist galleries to hand crafted gift stores, architecture to advertising firms, and recording to studio libraries. TCAN (The Center for the Arts at Natick), a performing arts theatre with regional draw, is a cultural anchor in the district.
- Almost all (over 90%) of these enterprises are located within the NCCD or very nearby. A few are located beyond the immediate area but have a connection and partnership with the NCCD.
- We also identified **3** other enterprises outside of the District that might make good strategic partners although they are not currently partners with NCCD. These include: The Museum of World War II, Belkin Family Lookout Farm, and Broadmoor Wildlife Preserve.

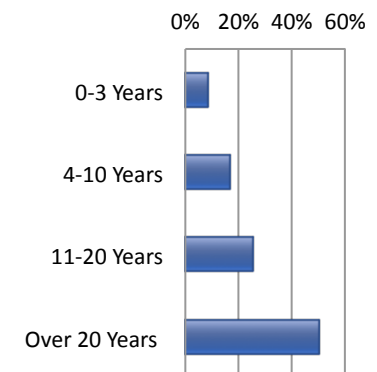
Creative/Cultural Enterprise Category



Operating Space Tenure



Years in Operations

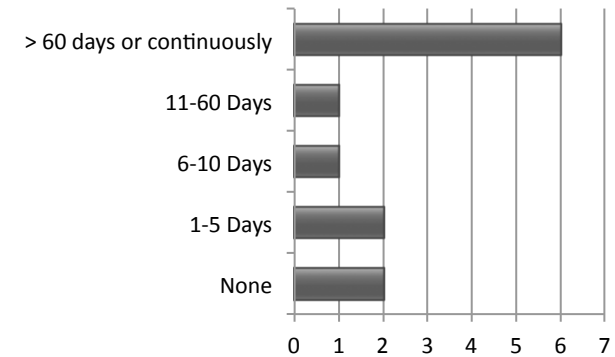


3. Creative/Cultural Enterprises

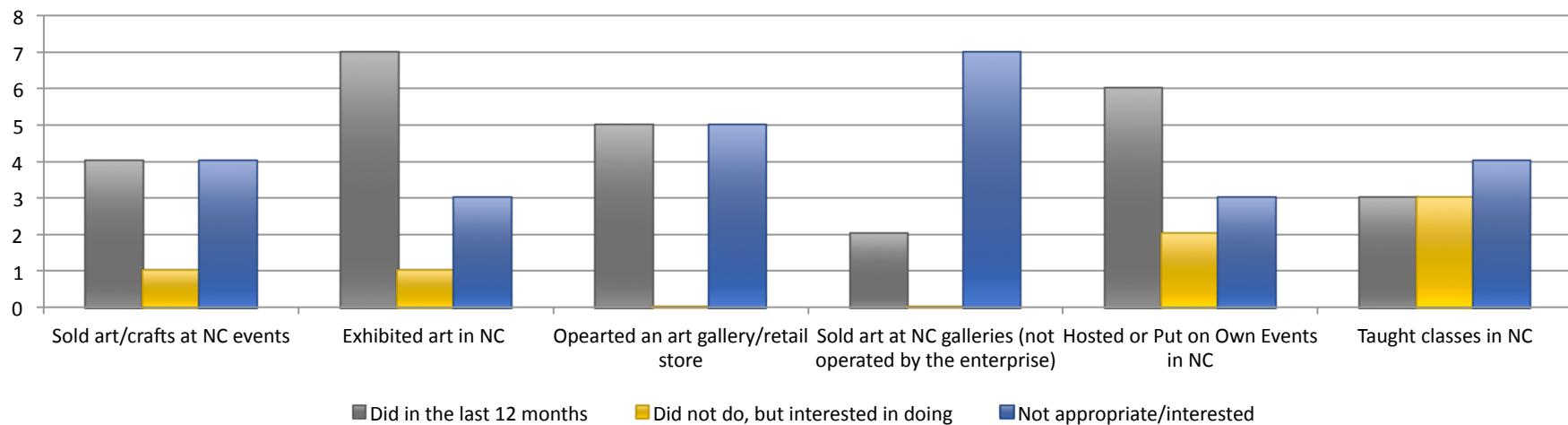
3.2 Involvement in the Natick Center Cultural District (NCCD)

- Of the 29 creative enterprises identified, approximately one-half responded to the survey and of those, 11 answered the questions about involvement with the NCCD. 9 respondents indicated they had participated in a Natick Center event in the last 12 months.
- Several enterprises sold art, exhibited, hosted events or taught classes in the NCCD during the last 12 months. And, **a few other enterprises that have not been involved have expressed an interest** in participating in these activities.

of Days that Creative/Cultural Enterprises Sold Art, Exhibited, Taught or Performed in the NCCD



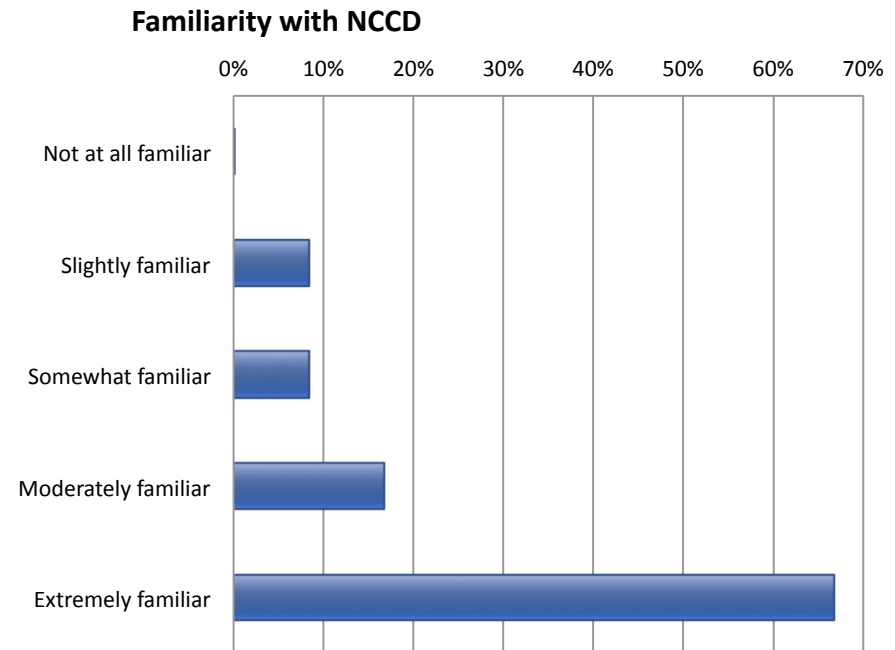
Creative/Cultural Enterprise Involvement in NCCD



3. Creative/Cultural Enterprises

3.3 Familiarity with the Natick Center Cultural District (NCCD)

- Most of the creative enterprises that responded to the survey indicated they were very familiar with the NCCD. However, only about half of the creative enterprises responded. There may be an opportunity to boost participation by targeting marketing efforts to the group of enterprises that did not respond.

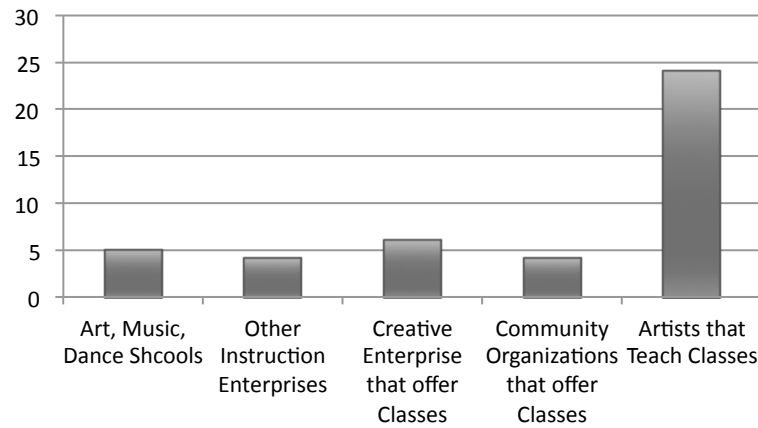


4. Arts Education Institutions, Instruction Enterprises & Other

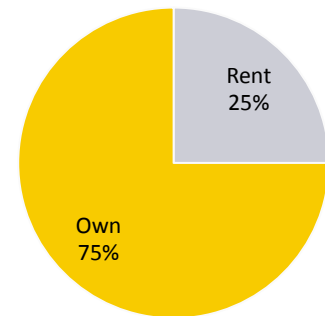
4.1 Type and Characteristics

- Natick has a wealth of arts education resources. The research identified **5** schools and **4** other instruction enterprises. They are all located in Natick and about one-half are located in Natick Center.
- In addition, **6** of the creative enterprises and **4** of the community cultural organizations offer classes; plus **23** of the artists and artisans teach classes.

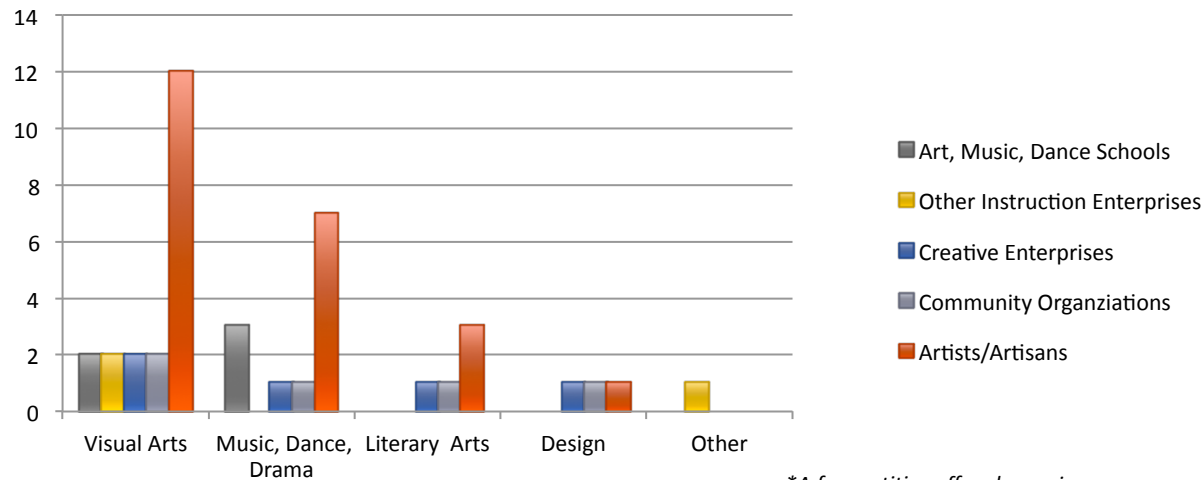
Arts Education Entity Category



Operating Space Tenure
(Schools & Instruction Enterprises)

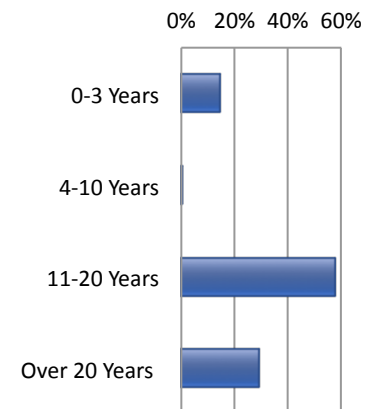


Types of Classes Offered



*A few entities offer classes in more one category.

Years in Operation
(Schools & Instruction Enterprises)

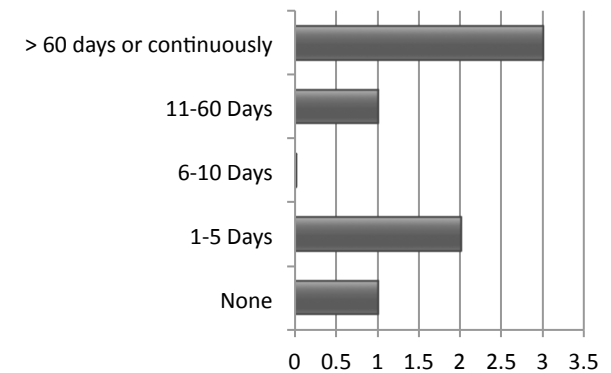


4. Arts Education Institutions, Instruction Enterprises & Other

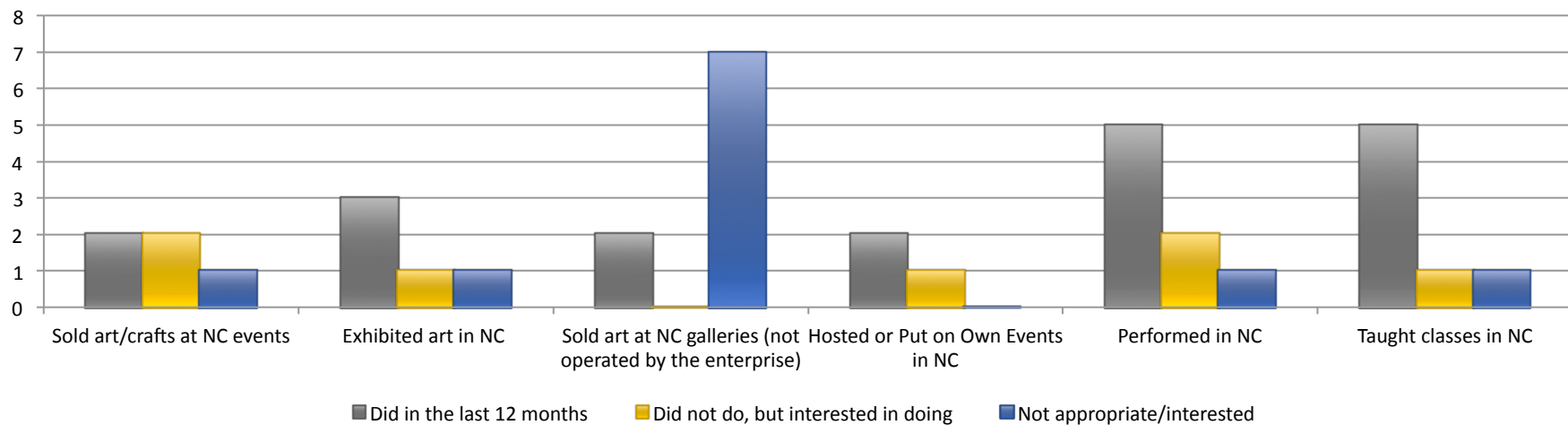
4.2 Involvement in the Natick Center Cultural District (NCCD)

- Of the 9 schools and instruction enterprises identified, 8 responded to the survey. 6 respondents indicated they had participated in a Natick Center event in the last 12 months and an additional 2 said they were interested in doing so.
- Several of the schools and instruction enterprises sold art, exhibited, hosted events, performed or taught classes in the NCCD during the last 12 months. And, **a couple of others that have not been involved have expressed an interest** in participating in these activities.

of Days that Schools & Instruction Enterprises Sold Art, Exhibited, Taught Classes or Performed in the NCCD



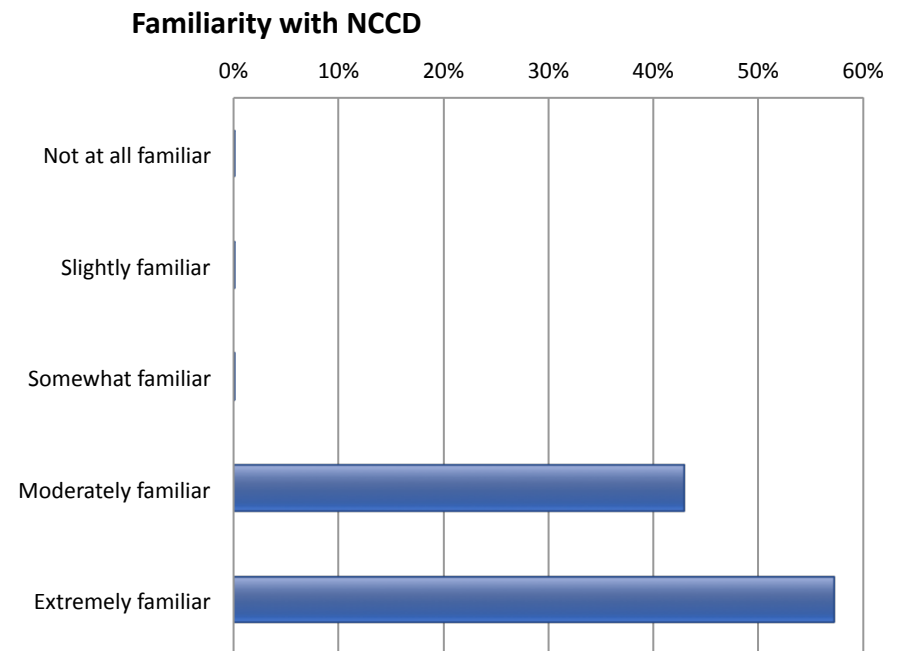
Art Schools and Other Instruction Enterprises' Involvement in NCCD



4. Arts Education Institutions, Instruction Enterprises & Other

4.3 Familiarity with the Natick Center Cultural District (NCCD)

- The schools and instruction enterprises that responded to the survey indicated they were very familiar with the NCCD. One of the instruction enterprises did not respond to the survey and another did not respond to this question.

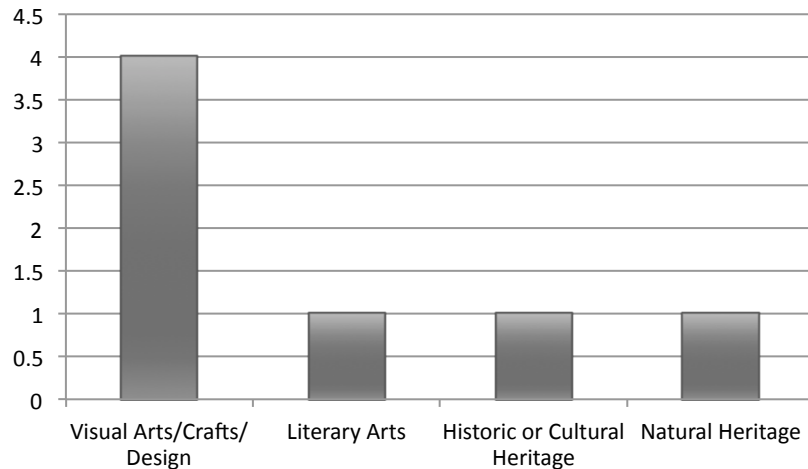


5. Community Cultural Organizations

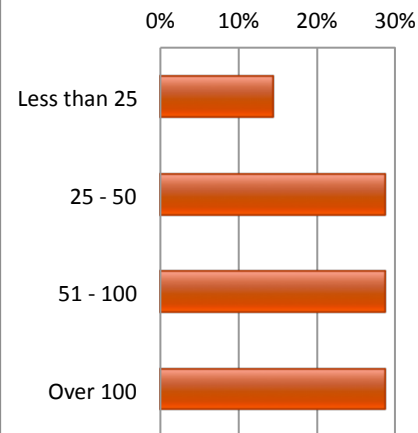
5.1 Type and Characteristics

- We identified **7** community cultural organizations –including organizations focusing on history, poetry, painting and quilting along with two associations -- Natick Artists Open Studios and the Natick Farmers & Winter Markets.
- The Natick Historical Society, Quinobequin Quilters and Natick Farmers & Winter Markets each have over 100 members.

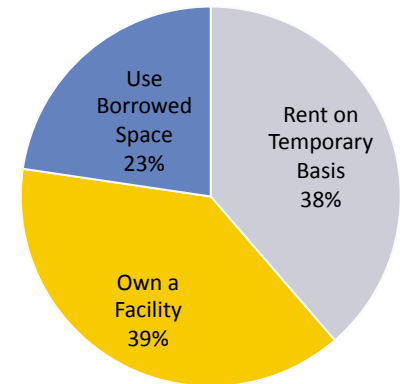
Arts & Culture Category



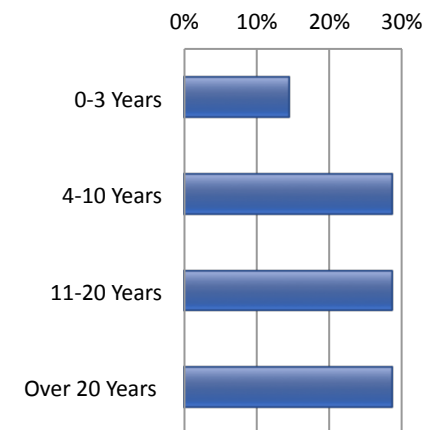
Number of Members



How Space Needs are Met



Years in Operation

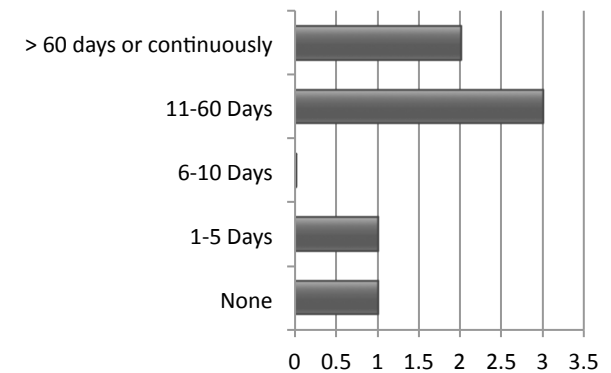


5. Community Cultural Organizations

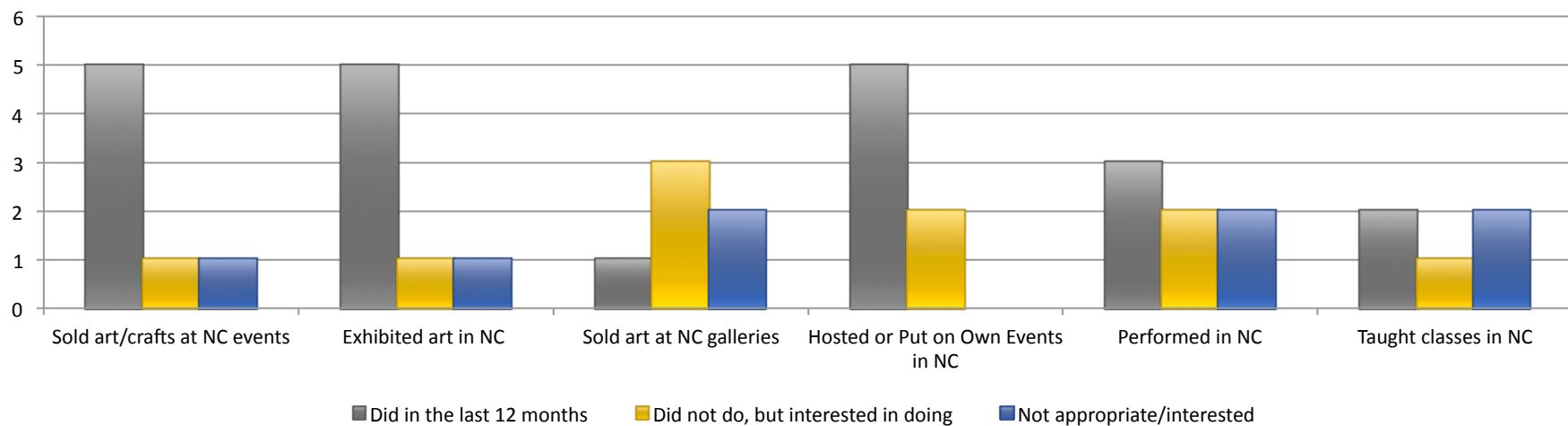
5.2 Involvement in the Natick Center Cultural District (NCCD)

- All 7 of the organizations responded to the survey. 6 of the 7 respondents indicated they had participated in a Natick Center event in the last 12 months and an additional 1 said they were interested in doing so.
- Several of the organizations sold art, exhibited, hosted events, performed or taught classes in the NCCD during the last 12 months. And, **a few others that have not been involved have expressed an interest** in participating in these activities.

of Days that Organizations Sold Art, Exhibited, Taught Classes or Performed in the NCCD



Community Cultural Organizations' Involvement in NCCD



5. Community Cultural Organizations

5.3 Familiarity with the Natick Center Cultural District (NCCD)

- Most of the organizations that responded to the survey indicated they were familiar with the NCCD.

